



SIGNAL

INTERACTIVE MEDIA

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About Signal Interactive Media

In 2014, after assessing the current state of traditional class notice practice, Jim Messina and Matt Garretson collaborated to form Signal Interactive Media. Messina, best known for leading President Barack Obama's reelection campaign in 2012, brings more than 25 years of experience in reaching and motivating targeted audiences through mass media. He applies the art and science of today's commercial and political advertising to class notice campaigns—providing access to advanced consumer modeling, effective social media campaigns, and empirical proof of reach and efficacy. Garretson brings extensive experience administering complex mass tort and class action settlements, having provided claims administration in hundreds of high-profile matters over the last 15 years.

Signal is distinguished among notice providers by overwhelming global experience—and, more importantly, results.

Our team of public opinion researchers, political strategists, and grassroots organizers has developed innovative strategies to reach and motivate niche audiences across five continents.

Our data scientists, consumer modeling specialists, and digital media experts have overseen more than \$1.1 billion in commercial and political paid advertising around the world.

And our experts in public affairs and communications are trusted by presidents, prime ministers, and corporate leaders to tell compelling stories across every medium and influence people to take action.

Through our diverse team and multidisciplinary approach, Signal is expanding the idea of what class notice can be—and improving on it.

Our Services

Signal Interactive Media brings together extensive experience administering large-scale settlements with a modern political campaigner's approach to identifying, reaching, and engaging individuals. Our team of experts leverages consumer research and modeling, custom digital tactics, and advanced data analytics to build some of the industry's most robust and creative notice and lead-generation programs. Below is a sampling of what we offer our legal clients:

Data & Analytics

With the right data, virtually anything can be modeled effectively. Our data scientists match client and third-party data to our licensed consumer data set of 270 million Americans to build models for efficient, highly targeted advertising to digital audiences. Certified HIPAA compliance and access to proprietary healthcare datasets further refine ad targeting to select injured groups.

Digital Advertising

Creative digital strategies are fundamental to a strong notice effort or lead generation campaign. Our paid media approaches are rooted in data-backed testing to drive the best results at the lowest cost. Multi-channel programs that leverage a variety of fresh platforms and tactics give our clients a competitive edge and ensure maximum reach in an evolving digital environment.

Social Listening

Social media is rich with analytic insights. By pulling and analyzing data from Twitter, Facebook, YouTube, and the comments sections of online forums and news, we help our clients understand critical issues impacting a case, the perception of their brand, the performance of a campaign, and even competitor activities.

Consumer Research

Understanding who your class or potential clients are and what motivates them is critical to the success of any media program. Signal designs and supervises custom focus groups and opinion surveys that guide media planning and buying decisions and help determine the types of messages and influencers most likely to move minds and inspire people to action.

Community Engagement

A sense of community can enhance even the most comprehensive paid media strategy. Signal uses proven tactics from grassroots organizing to establish partnerships with key voices in target communities and increase the reach and trust of our messages across demographic groups. Curating custom social channels for each case and facilitating quality engagement brings this community seamlessly online.

Creative Design

Compelling creative can mean the difference between a conversion or claim and an impression. Signal designs a range of static and animated digital ads, video content, radio spots, print ads, flyers, door-knockers, notices, claim forms, and more. In-house web development capabilities help us tailor landing pages and settlement websites to each campaign's specific needs.

Strategic Advantages Of Engaging Signal

-  Access to recognized experts in media planning and settlement administration
-  Applying data analytics to empirically measure the reach and efficacy of class notice
-  Lowering costs by more precisely targeting the audience of potential class members
-  Investing in an ongoing asset such as market research, social networking platforms, and the positive branding of outreach and customer care
-  Incorporation of all the art and science of contemporary advertising
-  Leveraging the complete landscape of paid, owned, and earned media
-  Avoiding wasteful and scattershot negative messaging

The Signal Difference

Our team's unique breadth of experience informs our design and execution of a range of traditional notice services—and empowers us to deliver them better than our competitors. We do everything you would expect from a top notice provider:

- ☐ **NOTICE PLAN DESIGN**
- ☐ **CLASS MEMBER RESEARCH**
- ☐ **MEDIA PLANNING & PURCHASING**
- ☐ **NOTICE MATERIALS DEVELOPMENT**
- ☐ **MEASUREMENT & REPORTING**
- ☐ **COURT FILINGS & APPEARANCES**

We take notice programs to the next level by integrating tested techniques from political campaigns, public relations work, and media buying.

Meeting people **WHERE THEY ARE**

On-ground Outreach, Canvassing & Community Partnerships

We bring trusted representatives to the doorsteps of putative class members to personally answer questions and guide them through the process. Enlisting trusted community organizations and validators to advocate for settlement awareness and participation among their audiences adds a layer of trust and generates grassroots engagement with the message

Focus Groups & Opinion Surveys

We design and facilitate custom focus groups that enable us to listen to class members, gauge their level of awareness of the issues being litigated, hear their settlement concerns, and then test different strategic messages with them. Follow-up online and telephone surveys help test strategic notice approaches, such as the impact of potential messages, the best surrogates, and media channels and formats.

Personalized via **DATA & DIGITAL**

Pre-program Media Testing

Prior to releasing settlement notices and communications more broadly, we administer pre-program media testing on sample cohorts of the class. This allows us to empirically define and optimize the variables affecting response rate early in the claims period.

Advanced Data Analytics & Modeling

We provide a range of analytics services to help our legal clients run data-driven programs, including custom modeling solutions that integrate seamlessly with digital advertising platforms; access to a licensed data set representing 270 million U.S. adults; and creative strategies for leveraging or augmenting existing, first-party data.

Creating a **SENSE OF TRUST**

Social Media Management

Advertising on social platforms like Facebook requires a presence on those channels, and notice programs are no exception. Cultivation of an online community of settlement class members is key to creating trust. We actively engage with class members on social to answer questions, address concerns, drive them to the settlement website, and make the administrator readily available to them.

Story Placement & Press Management

At the local and national level, trusted publications—accessed via print and online—are a key means of raising settlement awareness. Signal's access to a team of public affairs and press professionals offers the parties opportunities to tell a more complex settlement story to the class member audience and drive participation in a more organic way. Crisis communications experts can anticipate and address potential crises that may impact public perception of the settlement.

Featured Experience

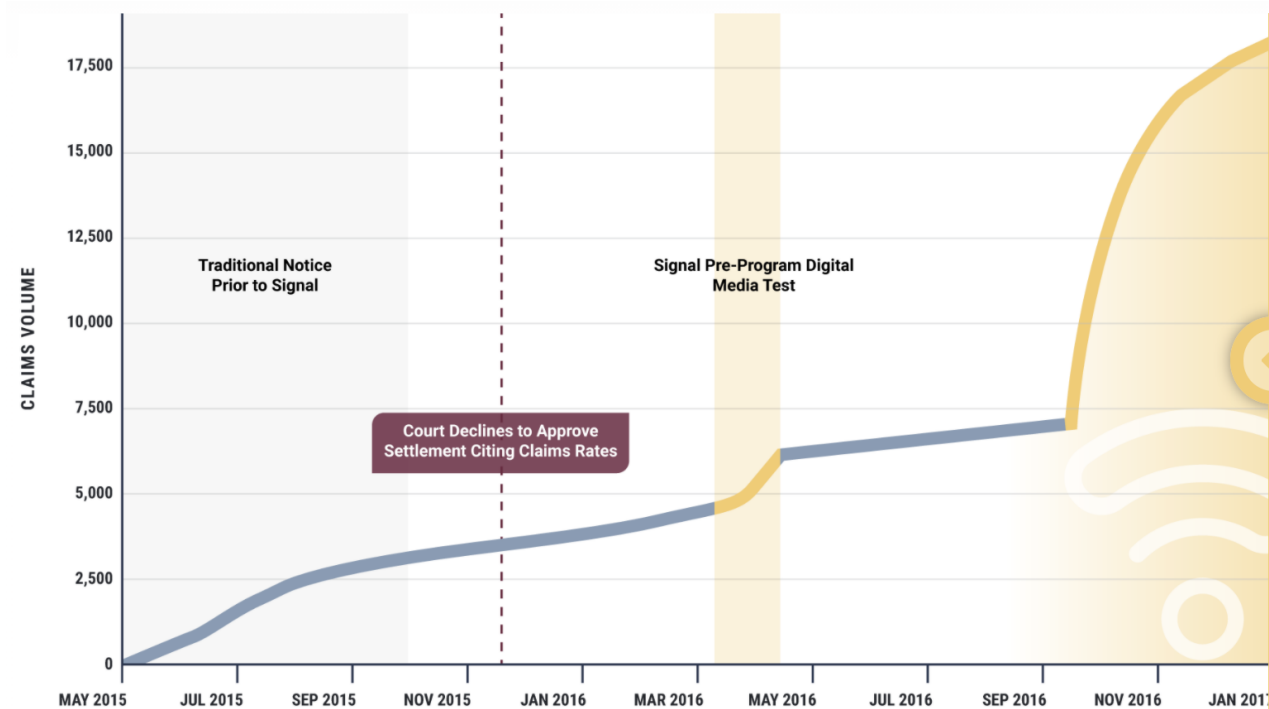
Signal has created unique solutions for some of the nation's largest class action settlements, notice programs, and lead generation campaigns. A select sampling of our work includes:

Remington Rifle Defective Trigger Class Action

Pollard v. Remington Arms Company, No. 4:13-CV-00086-ODS

How Signal rescued a failing notice effort

In a product liability case involving defective Remington firearms, the first notice provider wasn't meeting the court's expectations—so the judge demanded something better. Signal was brought in, and by leaning hard on social media advertising, our innovative program led to a massive 100%+ increase in claims.



KEY PROGRAM ELEMENTS



Consumer data model for notice targeting developed by Signal using a variety of inputs, including hunting permits, organization membership, magazine subscriptions, and survey responses



Pre-program media testing among various cohorts encompassing over 150,000 potential class members



Social media campaign reaching more than 4 million individuals and generating more than 375,000 clicks to the settlement website



Dozens of variations of digital ads



One of the lynchpins of the supplemental notice utilized by the parties was their targeted social media campaign. Through this method of notice, the notice reached more than four million individuals, and the advertisements were clicked more than 375,000 times...Given the popularity of social media in the United States, the use of targeted social media to notify class members was yet another reasonable component of the notice plan, especially when combined with all other forms and methods of notice utilized in this matter.

Order and Opinion Granting Parties' Joint Motion for Final Settlement Approval, *Pollard v. Remington Arms Company* (Case No. 4:13-CV-00086, United States District Court, Western District of Missouri)

KEY METRICS

100100%+

INCREASE IN CLAIMS
DURING TEST PHASE
COMPARED TO INITIAL
PROGRAM

22,000

TOTAL CLAIMS AS OF
FEBRUARY 2017

4,000,000+

INDIVIDUALS REACHED IN
FOUR WEEKS

Equifax Data Breach Settlement

In re: Equifax, Inc., Customer Data Security Breach Litigation (No. 1:17-MD-2800 (N.D. GA.))

How we ensured the success of the most expensive data-breach settlement to-date

The Equifax Settlement concerned one of the highest-profile data breaches ever, with a massive class size—147 million Americans. Optimizing for maximum reach and participation, Signal leveraged an innovative suite of digital technologies, consumer research, and traditional advertising at scale to successfully reach 90% of the class.

KEY PROGRAM ELEMENTS

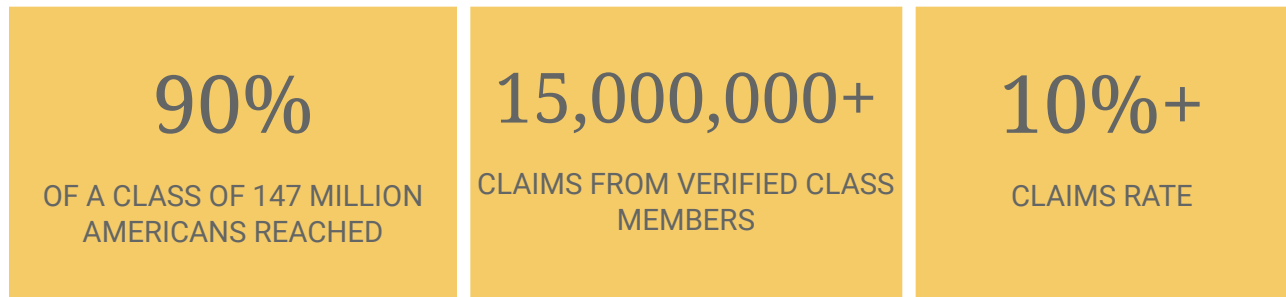
- ✓ 10 two-hour, professionally moderated focus groups
- ✓ Statistically significant survey of 1,600 class members
- ✓ Demographic profile of the settlement class compiled by Signal based on of survey and proprietary data
- ✓ 2-week pre-program media testing
- ✓ Email subject line testing
- ✓ 7-platform digital notice campaign that served over 1 billion impressions
- ✓ Spanish-language digital notice via ads and video
- ✓ Video ads delivered in two languages across social media
- ✓ 3-week, FTC-vetted national radio advertising campaign reaching all 210 DMAs
- ✓ Full-page print advertisement in *USA Today*



As a result of the notice program and extensive media coverage, the response from the class has been unprecedented. ... Most significantly, with several weeks left in the initial claims period, the claims administrator has received in excess of 15 million claims from verified class members, including over 3.3 million claims for credit monitoring. Id., ¶¶ 5, 64-69). The claims rate, to date, thus exceeds 10% of the class.

Order Granting Final Approval of Settlement, Equifax Inc. Customer Data Security Breach Litigation (MDL Docket 2800, United States District Court, Northern District of Georgia)

KEY METRICS







Takata Bankruptcy Litigation

In re: TK Holdings Inc., Case No. 17-11375 (BLS)

How we met the moment during a natural disaster

Signal was tasked with providing notice about the Takata airbag recall and bankruptcy to affected vehicle owners across 60 countries. But when a hurricane hit the U.S. Virgin Islands and Puerto Rico during the notice period, knocking out traditional media, Signal rolled out a comprehensive paid digital campaign in multiple languages—receiving more than 17 million impressions in just 17 days.

KEY PROGRAM ELEMENTS

-  \$2.1 million print publication notice effort in 73 domestic and international outlets spanning more than 60 countries
-  Notices translated into 21 international languages
-  4-week pre-program digital media testing
-  Spanish-language, multi-platform digital display campaign targeting Puerto Rico and the U.S. Virgin Islands

KEY METRICS







Lincoln Park Incinerator Class Action



Walter Hinton, et al. v. City of Ft. Lauderdale, Case No: 07-30358 and *Ray Adderley, et al. vs. City of Ft. Lauderdale*, CACE-11008499

How our multimodal approach motivated primarily senior class members after 10+ years of litigation

For decades, a Fort Lauderdale neighborhood had been allegedly exposed to contaminants from a defunct incinerator. But how does a notice provider reach a class of people spanning generations of exposure, including current and former residents? With a layered, multimodal campaign of hyper-targeted digital ads, radio ads, and on-the-ground community engagement.

KEY PROGRAM ELEMENTS

-  Custom settlement website with essential documents, FAQs, and a link to an online claims filing portal
-  Digital notice campaign leveraging social media as well as IP-targeted and programmatic digital display
-  7 half-page print advertisements in the *South Florida Sun-Sentinel* and *South Florida Times*
-  2 ROS digital display flights on www.sun-sentinel.com

- 
 3-week radio campaign in the Miami-Ft. Lauderdale market targeting African Americans over age 50
- 
 5-day on-the-ground canvass to reach nearly 500 affected homeowners and residents

KEY METRICS









Mesothelioma Settlements

Helping a top national law firm identify & retain claimants consistently and affordably

It can be incredibly difficult to find people who are suffering from mesothelioma. But working with a nationally recognized law firm, Signal was able to break through the noise of a crowded market and identify the right people, build trust with potential claimants, and convince them to file a claim for compensation—all at an affordable rate.

KEY PROGRAM ELEMENTS

- 
 Predictive models built by Signal using client data, licensed consumer data, and publicly available CDC data
- 
 Secure, branded website, optimized for conversion
- 
 Coordinated suite of creative assets: social graphics, infographics, logos, and advertisements

-  Multi-platform digital advertising campaign spanning 6 months and leveraging static and video ads
-  Custom dashboards to assess and report on progress
-  Retrospective leads analysis to glean demographic trends among converted leads

KEY METRICS



Other Cases



Kalispell Healthcare Data Breach (Cause No. CDV-19-0761, Montana Eighth Judicial District Court, Cascade County)



Aqueous Film-Forming Foams Product Liability Litigation (MDL 2873, United States District Court, District of South Carolina)



Magnesium Elektron Explosion Settlement (No. 11-L-001163, Third Judicial Circuit, Madison County Illinois)



Elmiron (Pentosan Polysulfate Sodium) Products Liability Litigation (MDL 2973, United States District Court, District of New Jersey)



Davol, Inc./C.R. Bard, Inc., Polypropylene Hernia Mesh Products Liability Litigation (MDL 2846, United States District Court, Southern District of Ohio)



Ethicon Physiomesh Flexible Composite Hernia Mesh Products Liability Litigation (MDL 2782, United States District Court, Northern District of Georgia)



Butte Camp Fire Lawsuit (Case No. CGC-18-571281, California Superior Court, San Francisco County)



VW NOx Emissions Group Litigation (EWHC 783(QB), High Court of Justice, Queen's Bench Division)

Our Team

Curriculum Vitae of Jim Messina

Co-Founder & Principal – Signal Interactive Media
Founder & CEO – The Messina Group

Jim Messina is an internationally recognized expert in reaching and informing target audiences through contemporary mass media. Messina is Co-founder and Principal at Signal Interactive Media.

As President Obama's 2012 campaign manager, Messina abandoned every step of a traditional presidential campaign and merged media, analytics, and politics in an unprecedented way. Messina's approach to media established the modern presidential campaign—Google's Executive Chairman Eric Schmidt called it "the best-run campaign ever."

Through his full-service strategic consultancy, The Messina Group, Messina continues to provide strategic consulting to presidents and prime ministers worldwide and help organizations across the public and private sectors achieve their goals. Messina and his team have supervised over \$1.1 billion in paid advertising. His group currently designs media plans for political

campaigns, nonprofits, and leading corporations, from top Hollywood studios to international publishers.

Messina defined the modern approach to identify, reach, and effectively engage individuals through political advertising. Messina's "winning formula" is rooted in data analytics. In developing media plans, his group is guided by the belief that data, analytics, and testing can deliver dramatic improvements in efficacy per dollar. During the Obama Campaign, he saved \$40 million by applying testing and data analytics to paid advertising. For example, to identify voters, his team compiled a score between 1 and 100 and predicted the vote for every single registered voter in Ohio—nearly 8 million people. His ability to test and analyze data enabled him to predict the early voting results within 1 percentage point nationwide, and the total results within 0.2 percentage points in Florida, a state in which 8.4 million people voted. As *Time Magazine* reported, "[A]ssumptions were rarely left in place without numbers to back them up."

Messina's approach and his group's wide-ranging, relevant experience are reflected in Signal's innovative notice strategies—whether inspired by voter persuasion campaigns, government communications programs to ensure citizens feel heard, issue awareness via grassroots efforts, or data-driven guidance to corporations gleaned from qualitative and quantitative research.

The Messina Group

Since 2013: Chief Executive Officer -- Provides strategic consulting to political campaigns, advocacy organizations, and businesses. Served as senior advisor to Prime Minister David Cameron for the 2015 elections. The Messina Group is a full-service consulting firm that works with organizations in the private, public, and social sectors to achieve their strategic goals. The group assists clients in addressing critical issues and generating custom solutions to their challenges.

Engagements

Prime Minister David Cameron, Prime Minister Theresa May, and The Conservative Party (UK)
2013-2019: Senior Advisor.

Organizing for Action (OFA)

2013-2019: Chairman – OFA supports and advances President Barack Obama's agenda and legacy.

Britain Stronger in Europe

2015-2018: Senior Strategic Advisor.

Priorities USA Action

2014-2016: Co-Chairman – SuperPAC, whose efforts and goal were to elect Hillary Clinton as President of the United States.

Obama for America

2011-2012: Campaign Manager – Served as the campaign manager for President Obama's successful 2012 re-election campaign.

2008: National Chief of Staff-- Responsible for day-to-day budget, political and field operations during the general election.

The White House

2009-2011: Deputy Chief of Staff for Operations -- Served as Deputy Chief of Staff to President Obama. Integral to the passage of the Affordable Care Act and the President's economic stimulus bills.

2008-2009: Director of Personnel -- Served as the Director of Personnel for the Obama-Biden Presidential Transition Team and helped the President select his Cabinet.

U.S. Senate

2005-2008: Chief of Staff, Senator Max Baucus

2002-2004: Chief of Staff, Senator Byron Dorgan

2001-2002: Campaign Manager, Senator Max Baucus

1995-1999: Legislative Assistant, Senator Max Baucus

U.S. Congress

1999-2001: Chief of Staff, Congresswoman Carolyn McCarthy

Activities:

Member, Board of Directors, Lanzatech New Zealand Ltd., [since 2013]

Member, Board of Directors, Vectra Networks, [since 2014]

Member, Board of Directors, U.S. Soccer Foundation, [since 2015]

Member, Advisory Board, Montana Land Reliance [since 2016]

Member, Board of Directors, Blockchain.com [since 2021]

Member, Board of Directors, Fortera Corporation [since 2021]

Education:

BA, Political Science and Journalism, University of Montana, 1993

Curriculum Vitae of Matt Garretson

Co-Founder & Principal – Signal Interactive Media

Matt Garretson is the co-founder of Signal Interactive Media and previously founded The Garretson Resolution Group, which provided party-neutral complex administration services in high-profile, large-scale aggregate legal proceedings. He received his BA from Yale University, his law degree at Kentucky's Salmon P. Chase College of Law, and a Masters in Theology from Chicago Theological Seminary. Garretson is a frequent speaker at Continuing Legal Education seminars regarding lawyers' professional responsibilities in class action and other mass tort matters, including The American Association For Justice, The American Bar Association, The Rand Corporation, DRI, and dozens of state attorney associations. Garretson also serves as a member of the Advisory Board for Rand Center for Catastrophic Risk Management and Compensation.

Garretson is also the author of a legal textbook published by West Publishing entitled "Negotiating and Settling Tort Cases," in addition to several articles regarding professional responsibility in individual and mass tort settlements.

Garretson has served as the special master or administrator of settlement funds and crisis response programs through the country in environmental disaster, product liability, civil rights, sexual abuse, and other cases. In this capacity, Garretson has substantial firsthand experience with the design, oversight, and/or administration of hundreds of class action and mass tort resolution programs. The following exemplar programs are a sample of Garretson's experience in more than 100 class action and mass tort programs.

When he is not designing or overseeing settlement programs, Garretson spends his time pouring into BurnBright.com. BurnBright provides learning management systems for innovators and leaders of non-profit organizations operating in the Dominican Republic and Haiti with an emphasis on improving the well-being of vulnerable youth, their families, and their communities.

Relevant experience in select high profile matters:



World Trade Center Disaster Site Litigation (MDL Docket MC100, MC102 and MC103, United States District Court, Southern District of New York)



Deepwater Horizon Litigation (MDL 2179, United States District Court, Eastern District Louisiana)



National Football League Players' Concussion Injury Litigation (MDL 2323, United States District Court, Eastern District of Pennsylvania).



Archdiocese of Louisville (In re: Roman Catholic Bishop of Louisville, Inc., Jefferson Circuit Court, Louisville, Kentucky).



Archdiocese of Cincinnati Claims Restitution Fund



Cincinnati Policing (Case No. C-1-99-3170, United States District Court, Southern District of Ohio)



Zyprexa Products Liability Litigation (MDL 1596, United States District Court, Eastern District of New York)



Vioxx Products Liability Litigation (MDL 1657, United States District Court, Eastern District of Louisiana)



Pelvic Repair System Products Liability Litigation [a/k/a Transvaginal Mesh] (MDL 2326, United States District Court, Southern District of West Virginia)



Avandia Marketing, Sales Practices, and Products Liability Litigation (MDL 1871, United States District Court, Eastern District of Pennsylvania)



Actos Products Liability Litigation (MDL 2299, United States District Court, Western District of Louisiana)



Remington Arms Company (Case No. 4:13-CV-00086-OD (Western District of Missouri))



TK Holdings Inc. (a/k/a Takata Airbags) (Case No. 17-11375, United States Bankruptcy Court, District of Delaware)

Tara Corrigan

Tara is a member of Signal's key leadership team and engages directly with the firm's legal clients to ideate high-level notice strategies and coordinate communication across Signal and claims administration teams.

Tara has developed and overseen comprehensive class action notice programs in product liability, data breach, bankruptcy, and other consumer litigation for over five years. This has included work on such high-profile cases as *In re: Equifax, Inc. Customer Data Security Breach Litigation*. In addition, her work at The Messina Group overseeing day-to-day operations of the company as well as its client portfolio helps ensure smooth management of the Signal team and expand access to top vendors and associates across industries.

Prior to her work at Signal, Tara worked for President Barack Obama for seven years on both campaigns for President and during two stints at the White House.

Kristen Davis

Kristen is a member of Signal's key leadership team and directs notice strategy and execution, in addition to supporting the firm's business development efforts.

She brings nearly a decade of experience working in-house at national law firms to Signal, where she applies best practices in contemporary mass media to modernize class action notice programs. Kristen has led the design of comprehensive notice plans for some of the country's largest and most high-profile settlements, including *In re: Equifax, Inc. Customer Data Security Breach Litigation*, and has appeared in court to present to judges on the impacts of Signal programs.

Kristen's extensive work with clients informs her unique legal marketing and personalized outreach methods across media. Prior to joining Signal, Kristen worked at a San Francisco personal injury practice where she provided Spanish legal translation and interpretation services and helped prepare attorneys for trial. She has managed hundreds of cases and lien resolution in mass tort litigation, including in product liability cases concerning Pradaxa (Dabigatran Etexilate), Yasmin and Yaz (Drospirenone), Actos (Pioglitazone), Granuflo/Naturalyte Dialysate Risperdal, Testosterone Replacement Therapy Products, and Taxotere (Docetaxel).

Kristen has a certification in HIPAA Compliance for Business Associates.

Nick Buis

Nick guides the development of community engagement efforts associated with Signal's class action notice programs.

He uses his experience building successful data-driven political efforts for the largest campaigns and NGOs in the U.S. to inform the firm's innovative and comprehensive on-the-ground outreach strategies.

Prior to his work at Signal, Nick served as the General Election Director for President Obama's 2012 campaign in Florida, the National Field Director for Mayors Against Illegal Guns, and Get-Out-The-Vote Director for the Democratic Congressional Campaign Committee.

Arturo Burciaga-Alcala

Arturo lends extensive communications and grassroots organizing experience to Signal's class action notice campaigns, informing everything from the firm's on-ground outreach strategies to class member research for historically underrepresented communities. He has additionally developed and executed bilingual digital lead generation campaigns for personal injury cases.

Previously, Arturo was part of the historic Hispanic Media team, which helped President Barack Obama win reelection. Additionally, during his time in the U.S. House of Representatives, Arturo specialized in constituent issues within the Department of State, Department of Homeland Security, the Internal Revenue Service, and many others, in addition to running a series of "Know Your Rights" seminars for Latino communities in Alabama.

Jack Davis

Jack provides direct support to Signal's leadership team and handles traditional media buying in connection with the firm's class action notice programs.

His work assisting the executive team in serving a range of political, governmental, advocacy, and corporate clients at The Messina Group facilitates relationship management with vendors and entities that enable Signal's complex media programs to run smoothly.

Previously, Jack worked in the political departments of Hillary for America and LA Mayor Eric Garcetti's office.

Precious McKinney

Precious provides digital support for Signal's class action notice programs, including designing and executing paid campaigns across search, display, and social media platforms.

Prior to her work at Signal, she implemented political digital campaigns at an ad agency in the Twin Cities, helping Democratic nonprofits raise awareness about new state policies and programs. She uses her experience to target potential class members at Signal with tailored messaging.

Danielle Spencer

Danielle provides comprehensive digital strategies and support to Signal's legal clients based on their unique needs. Her work at Signal has included various objectives, including the design and execution of class action notice programs and lead generation through bilingual outreach.

Danielle brings over nine years of digital experience to her work, including the development of strategy across paid and organic platforms, print, and traditional media buying. Danielle's recent legal projects span consumer privacy and product liability class actions, including the Equifax, Inc., Customer Security Breach Litigation, Remington Rifle Defective Trigger Class Action Settlement, and Takata Bankruptcy & Defective Airbag Litigation; as well as lead generation for injury cases like mesothelioma and asbestos-related claims. Danielle has worked closely with clients throughout her career to develop data-driven solutions and elevate their paid media strategies.

Danielle holds a Google Certification in Fundamentals, Search, and Display.

Kate Thomas

Kate Thomas advises on digital strategy at Signal, where she brings more than a dozen years of experience in multichannel advertising, online organizing, and strategic communications to the firm's growing practice. Kate's experience includes class action notice programs in environmental contamination and data security and privacy cases, as well as lead generation projects concerning defective medical drugs and devices.

Prior to joining Signal, Kate served as Digital Director at NARAL Pro-Choice America, where she led the overall digital strategy and execution of online grassroots fundraising, national email acquisition and activism, advertising, digital multimedia production, website development, and social media programs. She also previously served as a Senior Digital Strategist for the Service Employees International Union (SEIU), where she developed and executed digital strategies for high-profile campaigns supporting legislative priorities — from the passage of the Affordable Care Act to immigration reform and the Fight for \$15.

Kath Thompson

Kath develops creative concepts for Signal's notice plans and assists with media buying and class member research initiatives. She additionally manages interns and other support staff enlisted to assist on Signal's larger-scope projects.

Kath uses her experience with on-ground and digital advocacy to assist the firm in targeting potential class action claimants ranging from cases involving data security and privacy to product liability issues. Prior to her work at Signal, Kath held various intern positions implementing field and digital strategies across state and local campaigns.

Grace Turke-Martinez

Grace Turke-Martinez oversees data science and targeting strategy for large and small class notice projects and has led Signal's revolutionary and data-driven approach to lead generation for private firms.

Her experience at The Messina Group using data science to optimize targeting, persuasion, and contact on behalf of political and corporate clients has helped her modernize class member and claimant contact in the legal space at Signal.

Grace has a certification in HIPAA Compliance for Business Associates.

Darcy Waldman

Darcy is responsible for Signal's business development and marketing efforts.

In this role, she helps expand Signal's work by identifying new business opportunities and strategic partnerships. Darcy also handles the firm's creative marketing and works closely with clients to create visually compelling content that encourages action from class members in a variety of areas, including consumer protection, defective devices, environment & public health, and privacy & data breach.

Before joining Signal, Darcy gained experience working on various political campaigns, including President Obama's 2012 campaign, where her field office was credited with delivering the margin of victory in a state that transformed from a reliably red state to a coveted swing state.

Other Relevant Experience

Jim Messina is a veteran political strategist best known for his work as President Obama's 2012 campaign manager.

At Signal, Messina employs a modern political campaigner's approach to identifying, reaching, and engaging individuals to design media plans for some of the nation's largest and most complex class action settlements. Signal's relevant experience, which directly relates to the type of media executed in our programs, includes:

Voter Outreach Across Five Continents

Members of the Signal team have designed and implemented voter outreach strategies in dozens of campaigns across five continents. This includes recruitment of volunteers, small-dollar fundraising, and of course, voter persuasion. Through this work, they have developed content for television, radio, print, and digital advertising that has reached hundreds of millions of voters.

Advising Governments on Citizen Outreach

Signal staff have worked with Presidents and Prime Ministers worldwide to make government outreach to citizens more efficient and effective. This includes advising on communications strategy and specific engagement tactics to ensure that citizens feel their government is accessible.

Customer Outreach for Corporations from Fortune 100 to Startups

Using cutting-edge targeting enabled by advanced analytics, our team has designed and implemented programs to improve customer retention or attract new customers for corporations ranging from Fortune 100 retailers to Hollywood studios to innovative startups. Their tactics resulted in improved advertising efficiency by reaching the right individual customers at the right time with the right message.

Issue Awareness Campaigns

Through mass media, digital organizing, and traditional door-to-door contact, members of the Signal team have worked for organizations and corporations seeking to raise awareness of specific public policy issues and engage voters to contact their legislators. Their work included successfully activating voters to support one of the largest new protected areas in the Americas, stopping a poorly planned multi-billion dollar development plan, and successfully passing US federal legislation.

Membership Organization Votes

Signal staff work with unions and membership organizations to help persuade their members to support specific initiatives. For example, we ran a campaign to merge two large professional membership organizations, one based in the US and one UK-based but operating throughout Europe. To achieve the merger, members from both organizations had to vote to approve. Among a variety of successful offline and online communications tactics, they oversaw the testing and sending of 200 different emails to a total universe of over 350,000 over the course of two years, improving engagement rates by up to 50%, and ultimately achieving success.

Customer and Employee Satisfaction Research

Using precise survey methods from campaign work, our team has helped corporations conduct comprehensive reviews of employee and customer satisfaction – from telecom companies to airlines. This includes outreach to individual employees and customers to gather qualitative and quantitative feedback and provide data-driven guidance on how customer or employee relations could be improved.